



WCPO

wcpo.com
kypost.com

ORDER

Print Date 11/01/12

Page 1 of 4

Flight Dates 10/30/12-11/06/12

Contract / Revision 316132 /

Original Date / Revision
10/31/12 10/31/12

Advertiser Obama / Democrat / Preside

Agency GMMB Inc

Buying Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Product

OFA Sked A 60s Add 10.30-11.6

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 2265

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	30	\$44,803.50	\$52,710.00	0.00	10/29/12	11/05/12	30	\$44,803.50	\$52,710.00
Totals	30	\$44,803.50	\$52,710.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
2	WCPO	10/30/12	11/06/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	1:00	1	\$140.00	P-8	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$140.00		0.00			
		Week: 11/06/12	11/12/12	-----		0				\$0.00		0.00			
3	WCPO	10/30/12	11/06/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	1:00	1	\$250.00	P-8	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$250.00		0.00			
		Week: 11/06/12	11/12/12	-----		0				\$0.00		0.00			
E 4	WCPO	10/30/12	11/06/12	M-F GMA 7-9am	CM	7-9a	MTWTF--	1:00	2	\$800.00	P-3	0.00	NM	2	\$1,600.00



WCPO

Print Date: 11/01/12

Page 3 of 4

wcpo.com
kypost.com

Contract / Revision 316132 Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product OFA Sked A 60s Add 10.30- Estimate # 2265

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
13	WCPO	10/30/12	11/06/12	M-F 3-4p 3-4pm Katie	CM	3-4p	MTWTF--	1:00	1	\$400.00	P-8	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					1	\$400.00		0.00			
		Week: 11/06/12	11/12/12	-----					0	\$0.00		0.00			
14	WCPO	10/30/12	11/06/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	1:00	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					1	\$2,000.00		0.00			
		Week: 11/06/12	11/12/12	-----					0	\$0.00		0.00			
15	WCPO	10/30/12	11/06/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					1	\$3,000.00		0.00			
		Week: 11/06/12	11/12/12	-----					0	\$0.00		0.00			
16	WCPO	10/30/12	11/06/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	MTWTF--	1:00	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					1	\$1,200.00		0.00			
		Week: 11/06/12	11/12/12	-----					0	\$0.00		0.00			
E 17	WCPO	10/30/12	11/06/12	M-F 730-8p 730-8p Let's Ask America	CM	M-F 730-8p	MTWTF--	1:00	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					1	\$1,200.00		0.00			
		Week: 11/06/12	11/12/12	-----					0	\$0.00		0.00			
18	WCPO	10/30/12	11/06/12	SA 730-8p SA730-8P	CM	730-758p	-----S-	1:00	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S-					1	\$1,200.00		0.00			
		Week: 11/06/12	11/12/12	-----					0	\$0.00		0.00			
19	WCPO	10/30/12	11/06/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	1:00	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF-S					1	\$1,800.00		0.00			
		Week: 11/06/12	11/12/12	-----					0	\$0.00		0.00			
20	WCPO	10/30/12	11/06/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					1	\$3,000.00		0.00			
		Week: 11/06/12	11/12/12	-----					0	\$0.00		0.00			
21	WCPO	10/30/12	11/06/12	M-F 1202-107a Jimmy Ki M-F 1202-107a Jimmy Ki	CM	1202-107a	MTWTF--	1:00	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					1	\$500.00		0.00			
		Week: 11/06/12	11/12/12	-----					0	\$0.00		0.00			
22	WCPO	10/30/12	11/06/12	SU 1135p-1235a SU 1135p-1235a	CM	SU 1135p-1235a	-----S	1:00	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S					1	\$750.00		0.00			
		Week: 11/06/12	11/12/12	-----					0	\$0.00		0.00			
23	WCPO	10/30/12	11/06/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	1:00	1	\$13,000.00	P-2	0.00	NM	1	\$13,000.00



WCPO

Print Date: 11/01/12

Page 4 of 4

wcpo.com
kypost.comContract / Revision **316132** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Sked A 60s Add 10.30-** Estimate # **2265**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
23	WCPO	10/30/12	11/06/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	1:00	1	\$13,000.00	P-2	0.00	NM	1	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	M-----		1				\$13,000.00		0.00			
	Week:	11/06/12	11/12/12	-----		0				\$0.00		0.00			
E 24	WCPO	10/30/12	11/06/12	Wednesday Prime C Wednesday Prime C	CM	10-11p	--W----	1:00	1	\$15,000.00	P-1	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	--W----		1				\$15,000.00		0.00			
	Week:	11/06/12	11/12/12	-----		0				\$0.00		0.00			
25	WCPO	10/30/12	11/06/12	M-F 106-206a Frasier M-F 106-206a Frasier	CM	106-206a	MTWTF--	1:00	1	\$20.00	P-8	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		1				\$20.00		0.00			
	Week:	11/06/12	11/12/12	-----		0				\$0.00		0.00			
26	WCPO	10/30/12	11/06/12	M-F 430am News M-F 430am News	CM	430-5a	MTWTF--	1:00	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		2				\$150.00		0.00			
	Week:	11/06/12	11/12/12	-----		0				\$0.00		0.00			
E 27	WCPO	11/05/12	11/05/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	M-----	1:00	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	M-----		1				\$800.00		0.00			
Totals														30	\$52,710.00